BASIC SHARE PERFORMANCE

MINIMUM DISCOUNT > $0.99

Price Gap Model

Brand	Elasticity
Percent (BASIC vs SMOKES) gap	-0.05
5 - 10% gap dummy	0.88
25-30% gap dummy	-0.92
Montclair Price	1.4
Doral Price	0.67

Storeweeks: 3067 Stores: 94

	Number of Storeweeks	Means	Standard Deviation	Minimum Value	Maximum Value
Basic Price	3067	1.33	0.08	1.19	1.45
Smokes Price	3067	1.11	0.16	1	1.35
Minimum Discount Price	3067	1.11	0.16	1	1.35
Basic Share	3067	5.17	3.38	0.04	22.7
Smokes Share	3067	24.8	9.9	0.04	60.46
(Basic - Smokes) Percent Gap	3067	22.3	12.9	-0.2	45
5-10 % Gap	879	n/a	n/a	n/a	n/a
25-30% Gap	1073	n/a	n/a	n/a	n/a

Source: https://www.industrydocuments.ucsf.edu/docs/lnvk0004